

HR Corner

Professional matchmaking

by Rachel Sproston



James Garzon, director
The Alliance Group
Photo: Johnny Kwok

Sagacious firms now employ experts to recruit the best

Executive recruitment was once the responsibility of senior members in a firm who relied on sound judgment and experience to choose the ideal candidate for a post. This procedure is currently transforming as company executives now appreciate how time consuming and expensive the search for the perfect person has become.

"It can take up to a year to undo the damage caused by recruiting wrong personnel for executive positions," cautions James Garzon, director, The Alliance Group, a top-notch executive recruitment expert. The ultimate goal of The Alliance Group is to add value to each of its client's workforce by improving staffing efficiency, raising employee productivity and minimising staff turnover by recommending the right candidate for the right position.

"Our strategic vision for clients is to identify individuals at an operational level who will drive a firm forward, rather than tending to its day-to-day existence, Mr Garzon explains. If a job/candidate match becomes available, The Alliance Group conducts an introductory phone conversation with a potential candidate to test soft skills. Essential attributes at this point include a clear voice, the ability to articulate and an organised attitude.

Suitable candidates then meet face-to-face with a recruitment expert at The Alliance Group to answer tailored questions related to the specific role available. Mr Garzon says his team observes everything including body language, interpersonal skills, professional acumen, communication skills and cultural sensitivity. "We also ensure any vague section on a person's resume is fleshed out at this point," he adds. This ensures employers receive the maximum detail possible on each candidate.

A shortlist is produced and submitted to the client who may then conduct psychometric tests to ascertain a clearer candidate profile. Mr Garzon's explains however, that The Alliance Group's responsibilities do not end there. "If at any point we feel certain candidates should not continue with a particular application, we inform them and the clients immediately," he says. This may seem a counterproductive way to conduct business but Mr Garzon believes the incorrect placing of a candidate can lead to a multitude of problems and clients appreciate the firm's candour and integrity in this regard.

Medium of motivation

Regarding the efficacy of various media channels to facilitate the recruitment process, Mr Garzon reveals that print media is often most useful for senior appointments. "Potential candidates for executive posts are generally interested in greater levels of responsibility," he notes. In essence, large print advertisements, which emphasise the need for an array of managerial competencies, attract senior executives. Conversely, online advertising is a cost-effective way to expose jobseekers to an array of opportunities in a specific sector or with a particular firm. "People search online for one position may find something similar which catches their eye," Mr Garzon adds.

For clients, choosing to facilitate the hiring process with the support of recruitment experts has manifold benefits. "A client's

corporate image and reputation are secured with professional recruiters. As specialists, we can also offer insight into the motivators which attract potential candidates," he explains.

"Human capital in any firm remains the key component of its success"

Another key area where The Alliance Group has considerable experience is "cultural fit" which is an essential feature of any large firm nowadays. "We never put a square peg into a round hole," says Mr Garzon adding that the move is rarely successful in the long term.

Bonus benefits

Partnering with professional recruiters saves a company's time and resources. It also ensures every step of the recruitment process is monitored by experienced professionals with up-to-date market knowledge. The Alliance Group boasts an extensive candidate database which maximises industry exposure for both clients and candidates. Mr Garzon says, "We also act as third party negotiators in salary and benefits discussions." This can be exceptionally useful in situations where candidates and clients know each other and financial discourse is somewhat sensitive or embarrassing.

"We regularly check on the people we place for six months after they start the new job and offer support and advice when necessary," Mr Garzon notes. This ongoing communication has led to a large amount of repeat business as candidates-turned-clients are reassured by the elevated level of support offered by The Alliance Group not only prior to a candidate's placing, but also throughout the process and post-placement.

"Our job as experts is to make sure the human capital in any firm remains the key component of its success. Managing expectations is of paramount importance," adds Mr Garzon. "We facilitate the recruitment process by matching and meeting the expectations of every client and candidate," he concludes.

Salient points

- Recruitment experts ensure perfect match
- Different media attract diversified clientele
- Client and candidate expectations always met
- Continuous support long after role is filled

Taken from *Career Times* 18 April 2008, p. A20

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